

Why should I encourage walking?



**Fit. Happy.**  
**Productive.**

# Fit. Happy. Productive.



Walking doesn't cost a penny, it is the least carbon intensive mode of transport and it can help towards improving your staff, visitors, customers and residents health and fitness. It also does not contribute to local traffic congestion or car parking demand.

## Why should I encourage Walking?

Encouraging walking to your place of work is not just about providing safe and direct routes for walkers, although this is a good start. Incentives, such as offering your staff discounts on walking equipment and promotional tools, such as walking challenges, can be very effective at encouraging your staff, customers and visitors to take their first steps to successfully changing their travel habits. Walking doesn't have to be for the entire journey it can form part of a longer journey e.g. walking to and from bus stops and rail stations. There are walking maps available (which include cycling routes as well) for Gloucester and Cheltenham which can be obtained from Gloucestershire County Council.

This sheet gives you basic, practical tips on how to encourage walking at your site

## Incentives

These measures provide an incentive for your staff to walk, such as the provision of equipment or offering rewards for walking instead of driving.

+ Provision of equipment	+ Rewards for walking
<ul style="list-style-type: none"> <li>• Offer free walking equipment or secure a discount with a local outdoors store.</li> <li>• Offer staff pedometers so they can see how far they are walking.</li> </ul>	<p>Offer incentives to staff who walk such as:</p> <ul style="list-style-type: none"> <li>• A financial reward in lieu of a car parking space;</li> <li>• Introduce a points scheme whereby staff accrue points when they walk to work which can be exchanged in the staff canteen or used to buy extra holidays.</li> </ul>

## Information Provision and Promotional Measures

These measures provide the information and encouragement for your staff, visitors and customers to choose to walk.

<p>+ Information provision</p>	<ul style="list-style-type: none"> <li>• Distribute maps showing safe local walking routes, including journey time information.</li> <li>• Distribute literature stressing the health benefits of regular walking.</li> <li>• Include walking information within the staff induction process or residents' welcome packs.</li> <li>• Include walking information on your website/intranet.</li> </ul>
<p>+ Promotional events / incentive schemes</p>	<ul style="list-style-type: none"> <li>• Participate in awareness events such as Car Free Day, or start your own designated walk-in, and offer incentives to those who participate.</li> <li>• Hold competitions which encourage walking.</li> </ul>
<p>+ Support mechanisms</p>	<ul style="list-style-type: none"> <li>• Issue personal alarms to individuals with concerns about personal security.</li> <li>• Establish a walking buddy scheme for those not confident about walking alone.</li> </ul>

## Targeting walking

Walking is an excellent choice for many journeys to your site or organisation. This decision making tree gives you ideas for which journeys you should best focus your walking measures on.

**Is the journey less than 2km?**



**Walking is most suitable for journeys under 2 kilometres.**

**What time of day is the journey being made?**



**Safety alarms and improved lighting on routes can make walking outside daylight hours more appealing.**

**When should I promote walking?**



**Focus on spring and summer months. The milder weather will make people more receptive to walking.**



**Minutes**



### Did you know?

- It is generally recommended that adults undertake at least 30 minutes of moderate physical activity every day. A 15 minute walk to and from work meets this daily recommendation.
- Car drivers are exposed to more air pollution than pedestrians in slow moving traffic.